



Sales Script

In my pain practice where we see a combination of No-Fault and Worker's Compensation we effortlessly sell PainAway™ with virtually zero resistance! Generally, we go through around one case each month because we only have around 30 patient's on average. In that environment PainAway™ is easily sold thanks to the highly targeted patient demographic we tell about it plus the quick 90-second education-based marketing strategy that's employed. Because it's so easy to sell I make sure that there's always inventory readily at hand so we don't run out and lose out on easy extra profits.

DETAILS

First of all, the name "PainAway™" automatically starts the selling process. It triggers something in the patient's mind that it will help them to get their pain to go away. Next, PainAway™ is only sold to select patients. **Only around 30% of our patients are told about it. And the reason why is because we try to get ultra-precise in who it's sold to because of who it's formulated for.** Although PainAway™ is there to get rid of pain it's been formulated specifically for those patients who have tender and sore muscles. If a patient doesn't have tenderness, we almost* NEVER tell them about it.

What takes place is that during a patient's initial examination they are told about it after we finish our range of motion findings and go over what's wrong with them. At that point I will go through a list of all of my findings from head to toe of why I believe they have the pain that they do. When I do this I will break down every area and what the cause of their pain is in that area. Then if the patient has tenderness then they'll be told about PainAway™!

EXAMPLE

Let's take a real patient who I saw for the very first time, for example. In his case he was a 47 y/o Worker's Compensation case where while working as a day laborer he slipped down a flight of stairs and by the time he landed he could barely move or get up. This patient has an extremely muscular build and was complaining about occipital headaches, neck pain, *upper back pain*, and lower back pain. He was also complaining about radiculopathy in his arms and his legs to the point where he has "no power" and my hunch based on palpating the DU points in his spine is he has a series of herniated discs in both his cervical and lumbar regions.

SALES SCRIPT

At that point I had the bottle with me in the treatment room and I handed it over to his girlfriend who then scanned the QR code so she could check the website www.PainAway.health. Here's what I told her when I sold him his first bottle:

“ (1) I have something here which I strongly recommend and I seriously think that you should use. (2) It's called PainAway™ and it has specifically been formulated for patients who have tender and sore muscles. (3) Pain away has 13 Chinese herbs in it that have been soaking in ethanol where the ethanol extracts the healing constituents of the herbs and the ethanol delivers “drug like” molecules to the areas of the body that needs it. (4) He should rub it on his skin three times a day to help in all of the areas that bother him to get the tenderness to go away. The last time he applies it should be before bedtime this way it's working on him while he's sleeping so it's like he's giving himself a treatment right before he goes to bed. (5) A lot of patients here have benefited from it and they love using it because it works. (6) Pain solutions like this have been used for thousands of years in China. In the old days before guns when soldiers fought the physician's used things like this to fix them so they can get back on the battlefield to fight.”

All six points cover everything someone needs to know to find out about it. Number one is its introduction, number two its name and what it's for, number three is what it's made from and how it works, number four is how to use it, number five is about the personal experiences from people who've tried it, and number six is some background on its history. I have this memorized, point by point, to the point where I have no hesitation when I tell people about it. If you do the same, and if your patients have tenderness, then you should be able to replicate my success fairly well 😊

To take it a little further, in a different case with another patient who thinks in more simple terms after I explained that to him he asked me, “*But, how does it work?*” So I added some more details to it and after that and he got it! Here's what I told him, “*Sometimes I think of the body's muscles like a brick wall. In the case of tenderness it's like some bricks are missing because when I push in there's some bricks missing. By putting PainAway™ on it helps to fill in the bricks.*” This metaphor works because in the case of spasm it's as if someone has added more bricks to the wall.

SALES CONVERSIONS

By my estimate we have around a 90% sales conversion rate. Based on that it's *almost* guaranteed to sell every time we tell someone about it. This means for every 10 patients that's told about it at around 9 bottles are sold. If someone has a debilitating

level of pain then typically there will be no resistance to buying it. Also, for the record, in the type of practice I have our patient's all collectively pay ZERO dollars for their care including co-pays for all services including MRI's, X-Ray's etc. To have such a high conversion rate in that case speaks to me about a magical convergence of perfect branding with a perfectly matching product for a patient's exact scenario. In other words, because our patients aren't ever paying for their care they have zero expectation to pay dollar one out of their pocket. But, despite that around 9 out of 10 patients still purchase at least one bottle of PainAway™.

SALES RECORD

So far, in the 6 or so months that we've been selling it, the greatest number of bottles sold to a single patient is five. In this case my patient's foot was fractured* for a couple of months so I told her she had to try it. One week later 100% of the pain was gone and then she went to Florida. Then while she was there her son-in-law her son had gout and she told him he should try it. It made his pain go away too so she called me on the phone and had me ship three bottles to her. When I told her the price she told me on the phone, *"That's a bargain! Everyone needs to know about this."* I replied back to her *"I know!"* And then I processed her order right there on the phone and she paid with a credit card. Then, when she got back to New York she bought her fifth bottle because the other four were in Florida.

And just for the record, since then a second gout patient also used it to his satisfaction.

INSTRUCTIONS

PainAway™ is meant to be used up to three times per day. If a patient has a busy schedule then I will tell them that they should "always use it once before bed so it works while they're sleeping as if they're giving themselves a treatment every time."

DETAILS

PainAway™ is a much more powerful version of Zheng Gu Shui, which is commercially made in large batches and sold in clear plastic bottles. PainAway™ is around three times more powerful than Zheng Gu Shui and its sold in brown glass bottles to help preserve its ingredients from exposure to sunlight. Traditionally Zheng Gu Shui is prescribed for trauma. PainAway™ has a long shelf of life of three years.

INGREDIENTS

HERB NAME	TRADITIONAL PURPOSE
Gui Wei	Activates blood and alleviates pain
Xue Jie	Resolves swelling and alleviates pain
Cao Wu	Alleviates pain
Chuan Wu	Unblocks vessels and alleviates pain
Chuan Xiong	Unblocks vessels and alleviates pain
Xu Duan	Activates blood and alleviates pain
San Qi	Promotes blood circulation and alleviates pain
Wu Jia Pi	Antirheumatic for joint pain
Jiang Huang	Activates blood and alleviates pain
E Zhu	Moves blood and alleviates pain
Wei Ling Xian	Unblocks vessels and alleviates pain
Hua Jiao	Alleviates pain
Rou Gui	Warms blood vessels and alleviates pain
Gan Cao	Harmonizes the herbs
Ethanol	Extracts the healing constituents from the herbs